



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Debra Figone

SUBJECT: SEE BELOW

DATE: March 30, 2010

SUBJECT: SPONSORED TRAVEL TO GREEN INDUSTRIES TRADE MISSION AND CONFERENCE, PARIS, FRANCE.

REASON FOR ADDENDUM

This item is being added to the Council Agenda outside of the normal process due to the recently received invitation from the United States State Department to send a City of San Jose representative to participate in this international conference.

RECOMMENDATION

Accept the invitation of the U.S. Embassy in France to send a City's representative to the Green Industries Trade Mission and Conference in Paris, France on April 11 – 13, 2010. Approve Nanci Klein as the City's official representative to the Conference. Source of Funds: The U.S. French Embassy will cover travel, accommodations, registration, and two-day per diem costs at an estimated value of \$3200.00.

ANALYSIS

The U.S. Department of State's Commercial Service is facilitating this green industry trade mission conference to help U.S. businesses establish relationships, access the business climate and explore exporting opportunities in select European countries. The Commercial Service will arrange for delegates to meet with potential business partners, distributors, agents and buyers. Delegates will also meet with key contacts from European businesses, U.S. executives already successful in this market, government officials, trade specialists and others. This mission will provide the City of San Jose an important networking opportunity to support our companies' expansion into this global market. The City of San Jose is the only U.S. city being extended this invitation. The U.S. Embassy is eager to provide San Jose with the exposure to an audience of

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250 French and Europeans with interest in the green tech sector, and making them aware of the very important grass roots work being done on sustainable development at many levels across the United States. The approximate value of this gift is \$3,200.00. I have selected Nanci Klein, Division Manager of the Office of Economic Development, to be the City representative.

An afternoon session of the conference will be devoted to a bi-lateral exchange on clusters, publicly funded labs and private enterprise with San Jose presenting on this panel.

The City of San Jose is only participating in the conference portion of the program, not the follow-on trade mission.

Upon her return, Nanci will provide the Council with a report on the trip and its value to the City of San Jose.

CEQA

Not a project.

COORDINATION

This memo was coordinated with the City Attorney's Office.


for DEBRA FIGONE
City Manager

For questions please contact Paul Krutko, Chief Development Officer at (408) 535-8182.